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PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING

MINUTES

Wednesday – October 26, 2011 1:30 P.M.

I. Call To Order/ Roll Call

Commissioner Dozier standing in for Chairman Scott Gordon called the meeting to order at 1:35 P.M.

Members present: Richard Harris, Donna Bechthold, Kate Leyden, Julia Dozier, and Deputy Chief Glen Forman.

Members absent: Scott Gordon

A quorum was met.

II. Review/approval of July 27, 2011 Minutes

- A motion was made by Commissioner Leyden and seconded by Commissioner Bechthold to approve the minutes. All were in favor. The minutes were approved as written.

III. Updates

Newsletter Distribution

- Deputy Chief Glen Forman reported that the newsletter is distributed at the California Apprenticeship Council meeting, by DAS Consultants and is also available on the website at:
<http://www.dir.ca.gov/cac/ReportsPublications/CACNewsletter4thQuarter2011.pdf>.
- Commissioner Dozier also reported that the newsletter can be copied as a marketing piece. She encouraged the attendees to give copies to their board members or anyone else as a reminder that apprenticeship is part of a larger organization.

Report from “Working Group”

- Commissioner Kate Leyden thanked Paula Resa and those that contributed to the latest newsletter. Ms. Leyden will present an article in the next issue. Commissioner Leyden reported that the newsletter is a result of the collaboration of volunteers in the Apprenticeship community that submit interviews from various programs and apprentices.
- Deputy Chief Glen Forman stated that once the costs of producing the newsletter have been reduced, DAS will be able to distribute to a larger audience including Legislators.

IV. Strategies, Goals and Better Ways to Market Apprenticeship

- Commissioner Dozier stated that the Public Relations & Publicity Committee meetings and the Apprenticeship newsletter are great resources for marketing apprenticeship. Speaking with people and programs and what they do and expanding their information on how the State Apprenticeship program works is also another way to market apprenticeship. She asked the attendees to send any further ideas to Chairman Scott Gordon at: scott@laborersjac.com.

V. Other Items of Interest – Hall of Fame Award

- Deputy Chief Forman stated that committee will hold a meeting at the January 2012 meeting to decide on the recipient of the Hall of Fame Award. It is a public meeting and anyone that would like to speak on behalf of their nominee is welcome to attend.

VI. Adjournment

- A motion was made by Commissioner Bechthold and a second by Deputy Chief Glen Forman to adjourn the meeting. All were in favor. The motion carried. The meeting adjourned at 1:54 P.M.